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I&T 100 YEARS OF LEADERSHIP

The business magazine of the farm and industrial equipment industry May 1987

Do you like 1-on-1 demonstrating? page 13

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Grain handling, forage and hay equipment

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I&T 100 YEARS OF LEADERSHIP

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Our cover story

Why have drum and disk mowers and mower-conditioners come on so strong? A look at this and other trends in hay equipment on....

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15: **Action in the grain handling** industry is better than expected. Editor Bill Fogarty explains some of the reasons.

19: **This California distributor** has found market niches to fill successfully.

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Winter sales chill hangs on

Despite the feelings of optimism that are showing themselves at many industry gatherings so far this year, the flash report of U.S. retail sales of principal machines, issued by the Farm & Industrial Equipment Institute, reflects little action in the first quarter of 1987.

Unit Retail Sales

Equipment	March 1987	March 1986	Pct. Change	January-March 1987	January-March 1986	Pct. Change
Farm Wheel Tractors:						
2-Wheel Drive						
Under 40 HP	4,747	5,473	(13.3)	10,177	11,101	(8.3)
40 & Under 100 HP	2,238	1,995	12.2	5,623	6,259	(10.2)
100 & Under 140 HP	187	341	(45.2)	656	1,367	(52.0)
140 HP & Over	372	517	(28.0)	1,226	2,427	(49.5)
Total 2-Wheel Drive	**7,544**	**8,326**	(9.4)	**17,682**	**21,154**	(16.4)
4-Wheel Drive						
Under 200 HP	51	45	13.3	117	163	(28.2)
200 HP & Over	59	63	(6.3)	204	348	(41.4)
Total 4-Wheel Drive	**110**	**108**	1.9	**321**	**511**	(37.2)
Total Farm Wheel Tractors	**7,654**	**8,434**	(9.2)	**18,003**	**21,665**	(16.9)
Combines (Self-Propelled)	76	156	(51.3)	324	1,013	(68.0)
Balers (Bales under 200 lbs)	177	278	(36.3)	513	676	(24.1)
Forage Harvesters (Shear Bar Type)	93	56	66.1	226	178	27.0
Mower Conditioners	447	653	(31.5)	1,100	1,308	(15.9)

Long N.C. jumping back into action

Long Mfg. N.C., Inc., Tarboro, N.C., has been reorganized and recapitalized after having been in Chapter 11 in 1986. New president and chief executive officer is Anthony C. Alvarez; David Walsh is executive vice-president of operations.

There are now three separate marketing divisions — Agricultural Equipment Products, Grain Handlling and Storage Products, and Woodstove Products. The production facility at Davenport, Iowa, has been closed and the company is no longer marketing glass lined silos and water storage tanks. All branch locations have been closed and consolidated at Tarboro.

According to Norman Cox, manager of the Agricultural Equipment Div., the Long line will continue to include tractors, implements, irrigation equipment and tillers.

"We just placed an order for 1,000 tractors," he said. Long imports the Universal tractor from Romania and adds components and features at the Tarbobo plant.

Long also continues to market tractors in South America and Central America under the Long name, as well as grain storage units around the world, Cox said.

Kuhn acquires Huard, French plow maker

Two major European shortline manufacturers, one with extensive North American operations, are being joined. Kuhn SA, Saverne, France, makers of hay handling and power tillage lines, has acquired Huard SA, Chateaubriand, France, one of the world's largest makers of plows.

The combined volumes of the two firms, according to Kuhn, is about 1 billion French francs (about $165 million). Kuhn has a subsidiary, Kuhn Farm Machinery, Inc., at Vernon, N.Y.

Shortliners report sales increases for five months

The first upbeat survey report of the year has been issued by the Farm Equipment Manufacturers Association. Fourteen officers, directors and past presidents of the organization said that as of March 1 their companies had experienced a median 8 percent increase in sales over the previous five months compared with the same period a year earlier. Nine of the 14 companies had increases, four had declines and one stayed the same.

Expectations are for a 10 percent volume increase in 1987. Last October, the same group had forecast a 15 percent median sales decline for 1987.

Orders on the books as of March 1 were reported up a median 13 percent compared with a year earlier. Finished goods inventory was reported down a median 13 percent from March 1, 1986.

IMT Tractor signs distributor

IMT Tractor Company of Belgrade, Yugoslavia, has signed a distributor contract with Robison & Woods Tractor Company of Guntown, Miss., to distribute its tractors in 16 states. IMT Tractor Company has been manufacturing tractors since 1955 when it signed a licensing agreement with Massey-Ferguson and Perkins diesel engines.

The IMT Tractor carries the licensed Perkins diesel engine and C.A.V. fuel injection pumps.

IMT tractors have a one-year warranty and, according to R & W's Charles Woods, have good parts availability from several different sources. The two principals of Robison & Woods Tractor Company have many years of experience in the tractor business. Doug Robison has been a Massey-Ferguson dealer for the past 25 years and Charles Woods has worked for Massey-Ferguson as a service representative. R & W Tractor Co. has purchased over 450 IMT tractors during the past year.

Briefly...

Hesston Corp.'s principal owner, Fiat Trattori S.p.A., has issued an offer to holders of Hesston common and preferred stock as a move to acquire 100 percent control of the company. The offer is for $4 for each share of common and $12.50 for each share of cumulative convertible preferred. According to a Hesston spokesman, Fiat intends to refinance the company because it intends to stay in the U.S. market.

Farmhand, Inc., Excelsior, Minn., has reached an agreement with Agricredit Acceptance Corp. to offer retail financing options on its product lines. Agricredit began as a captive finance subsidiary of Massey-Ferguson. It now functions as an independent financing enterprise while still part of the Varity organization.